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Summary

Reference	25/01331/ADV
Alternative Reference	PP-14382572
Application Received	Wed 19 Nov 2025
Application Validated	Wed 19 Nov 2025
Address	Bus Shelter Outside ASDA Crossways Boulevard Dartford Kent
Proposal	Replacement of existing double-sided internally illuminated 6-sheet Bus Shelter advertising displays with Double-sided digital displays
Status	Decided
Decision	Consent for Advert.
Decision Issued Date	Mon 12 Jan 2026
Appeal Status	Not Available
Appeal Decision	Not Available

Further Information

Application Type	ADV Advert Application
Decision	Consent for Advert.
Actual Decision Level	Delegated Decision
Expected Decision Level	Not Available
Case Officer	Steven Bell
Parish	Stone
Ward	Stone Castle
District Reference	Not Available
Applicant Name	Bauer Media Outdoor

Applicant Address	Unit 1 Castle Quay Castlefields Manchester TRAFFORD M15 4NJ United Kingdom
Environmental Assessment Requested	No

Contacts

Ward Councillors

Councillor John Burrell

Address	C/O Civic Centre Home Gardens Dartford Kent DA1 1DR
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Councillor Lucy A Canham

Address	C/O Civic Centre Home Gardens Dartford Kent DA1 1DR
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Councillor Paul Cutler

Address	C/o Civic Centre Home Gardens Dartford Kent DA1 1DR
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Important Dates

Application Received Date	Wed 19 Nov 2025
Application Validated Date	Wed 19 Nov 2025
Expiry Date	Tue 16 Dec 2025
Actual Committee Date	Not Available
Latest Neighbour Consultation Date	Fri 21 Nov 2025
Neighbour Consultation Expiry Date	Tue 16 Dec 2025
Standard Consultation Date	Fri 21 Nov 2025
Standard Consultation Expiry Date	Fri 12 Dec 2025
Last Advertised In Press Date	Not Available
Latest Advertisement Expiry Date	Not Available
Last Site Notice Posted Date	Not Available
Latest Site Notice Expiry Date	Not Available

Internal Target Date	Wed 14 Jan 2026
Agreed Expiry Date	Not Available
Decision Issued Date	Mon 12 Jan 2026
Permission Expiry Date	Not Available
Decision Printed Date	Mon 12 Jan 2026
Environmental Impact Assessment Received	Not Available
Determination Deadline	Wed 14 Jan 2026
Temporary Permission Expiry Date	Not Available

Constraints

Name	Constraint Type	Status
KCC Highway District	Highway Aspects	Confirmed
District (KCC)	Planning Aspects	Confirmed
Level 3 - 1-9 New Dwellings Or Equiv Or Major App Inc REM	Archaeological Notification Area	Confirmed
Oil Pipeline 100ft Consultation Zone	Oil Pipeline 100 ft Consultation	Confirmed
Groundwater Aquifer	Aquifer Protection Zone	Confirmed
Smoke Control Order No. 17	Smoke Control Area	Confirmed
Landfill Sites Consultation 250M	Landfill Sites Consultation 250m	Confirmed
Radon Area 3%	Radon Areas	Confirmed
Thames Water Authority	Thames Water	Confirmed
Multiple	Aerodrome Safeguarding	Not Available
Great Crested Newt (GCN) Green Risk Zone	Great Crested Newt	Confirmed
Stone Neighbourhood Plan Boundary	Stone Neighbourhood Plan Boundary	Confirmed
Not Green Belt	Greenbelt	Not Available
Crossrail Safeguarding Directions 2009 200M	Crossrail Safeguarding Directions	Confirmed

Buffer		
BC Officer Areas - Ross Wilson	Building Control Officer	Confirmed
Windturbine Development Safeguarding	NATS Consult 60m high	Confirmed
Community Infrastructure Levy Zone B	Community Infrastructure Levy Zone B	Confirmed
Community Infrastructure Levy Zone D	Community Infrastructure Levy Zone D	Confirmed
SSSI Risk Impact Zone -Very Low	SSSI Impact Risk Zone	Confirmed
Stone Civil Parish	Property within a Parish	Confirmed

Related Information

There are 8 documents associated with this application.

There are 0 cases associated with this application.

There is 1 property associated with this application.

Reference Code of Application:

DA/25/01331/ADV

Bauer Media Outdoor
Mr Garry Rhodes
Unit 1
Castle Quay
Castlefields
Manchester
Trafford
M15 4NJ

**TOWN AND COUNTRY PLANNING ACT 1990
TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS)
(ENGLAND) REGULATIONS 2007**

Notification of Grant of Express Consent to display Advertisement

TAKE NOTICE that the **DARTFORD BOROUGH COUNCIL**, the district planning authority under the Town and Country Planning Acts, **HAS GRANTED EXPRESS CONSENT** for the display of an advertisement situated at:

Bus Shelter Outside ASDA Crossways Boulevard Dartford Kent

Referred to in your application for express consent registered on 19th November 2025

And being:

Replacement of existing double-sided internally illuminated 6-sheet Bus Shelter advertising displays with Double-sided digital displays

SUBJECT TO THE CONDITIONS SPECIFIED hereunder:

- 01 This consent shall be restricted to a period of five years from the date of this notice.
- 02 The advertisement(s) shall be displayed in accordance with the following plans and documents: 3203-0032 Location Plan; 3203-0032 Site Plan; Proposed Bus Shelter Advertising Unit_Double Digital_Elevations
- 03 No advertisement is to be displayed without the permission of the owner of the site or any other person with an interest in the site entitled to grant permission.
- 04 No advertisement shall be sited or displayed so as to –
 - (a) endanger persons using any highway, railway, waterway, dock, harbour or aerodrome (civil or military);
 - (b) obscure, or hinder the ready interpretation of, any traffic sign, railway signal or aid to navigation by water or air; or
 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
- 05 Any advertisement displayed, and any site used for the display of advertisements, shall be maintained in a condition that does not impair the visual amenity of the site.
- 06 Any structure or hoarding erected or used principally for the purpose of displaying advertisements shall be maintained in a condition that does not endanger the public.

- 07 Where an advertisement is required under these Regulations to be removed, the site shall be left in a condition that does not endanger the public or impair visual amenity.
- 08 The advertisement shall not be illuminated outside the hours of Midnight to 5am daily.
- 09 ~~9.~~ The advertisement panel hereby approved shall be set such that the advertisement displayed does not change more frequently than once every 10 seconds and the rate of change of messages must be instantaneous, with no fading or merging and no sequenced images shall be displayed.
- 10 The advertisement panel shall not display any moving, or apparently moving, images. This includes the use of animation, flashing, scrolling three dimensional, intermittent and video elements.
- 11 The display screens must include a mechanism to show a black screen in the event of a malfunction.
- 12 No images displayed shall resemble official road traffic signs, traffic lights or traffic matrix signs.
- 13 The maximum level of illumination of the advertisement(s) to which this consent related shall not exceed 300 cd/m² during hours of darkness and 3,500cd/m² during daylight hours with a light sensor fitted to control illumination levels.

And for the following reason(s):

- 01 This condition is specified by the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 02 To prevent any unacceptable deviation from the consented plans.
- 03 In accordance with the provisions of Schedule 2(1) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 04 In accordance with the provisions of Schedule 2(2) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 05 In accordance with the provisions of Schedule 2(3) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 06 In accordance with the provisions of Schedule 2(4) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 07 In accordance with the provisions of Schedule 2(5) of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007.
- 08 In the interests of amenity and highway safety in accordance with Policy M1 of The Dartford Local Plan to 2037.
- 09 In the interests of amenity and highway safety in accordance with Policies M1 and M15 of The Dartford Local Plan to 2037.

- 10 In the interests of Public Safety in accordance with Policy M15 of The Dartford Local Plan to 2037.
- 11 In the interests of Public Safety in accordance with Policy M15 of The Dartford Local Plan to 2037.
- 2 In the interests of Public Safety in accordance with Policy M15 of The Dartford Local Plan to 2037.
- 13 In the interests of amenity and highway safety in accordance with Policy M1 of The Dartford Local Plan to 2037.

ADDITIONAL INFORMATIVE

The applicant is advised that the granting of planning permission does not negate or override the need to obtain any other necessary consents related to this development and required under separate legislation.



Signed.....
Head of Planning Services

Dated this 12th January 2026

Your attention is drawn to the notes attached.

TOWN AND COUNTRY PLANNING (CONTROL OF ADVERTISEMENTS) REGULATIONS 2007

NOTIFICATION TO APPLICANT

TIME PERIOD:

- (1) Regulation 13 of the 1992 Regulations provides that every grant of express consent shall operate for a period of five years from the date of the granting of consent. The Local Planning Authority may specify a shorter or longer period if they wish, having regard to the provisions of the Regulations and any period specified in the application for consent.
- (2) At any time within a period of six months before the expiry of a consent granted, application may be made for renewal of the consent.

APPEALS TO THE SECRETARY OF STATE:

- (1) If consent is granted subject to conditions, you may, if you are aggrieved by the decision, appeal to the Secretary of State.
- (2) Notice of appeal shall be given in writing to the Secretary of State within **eight weeks** from the date of receipt of notification of the decision, or such longer period as the Secretary of State may at any time allow, and the notice shall be accompanied by a copy of each of the following documents:
 - (a) the application made to the Local Planning Authority;
 - (b) all relevant plans and particulars submitted to them;
 - (c) the notice of decision; and
 - (d) all other relevant correspondence with the Authority.

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- (4) The Secretary of State may allow or dismiss the appeal, or may reverse or vary any part of the decision of the Local Planning Authority, and may deal with the application as if it had been made to him in the first instance.
- (5) The Secretary of State may, in granting consent for the display of advertisements, specify that the consent shall run for a longer or shorter period than the period of five years specified in the Regulations.
- (6) Before determining an appeal, the Secretary of State shall, if either the applicant or the Local Planning Authority wish, afford to each of them an opportunity of appearing before, and being able heard by, a person appointed by the Secretary of State for the purpose.
- (7) The decision of the Secretary of State on any appeal under this section shall be final and shall otherwise have effect as if it were a decision of the Local Planning Authority.
- (8) If, before or during the determination of an appeal under the Regulations, the Secretary of State forms the opinion that consent:
 - (a) could not have been granted by the Local Planning Authority; or
 - (b) could not have been granted by them otherwise than subject to the conditions imposed by them, he may decline to determine the appeal or to proceed with the determination of it.

S Bell 12-1-26

Bauer Media Outdoor
Mr Garry Rhodes
Unit 1
Castle Quay
Castlefields
Manchester
Trafford
M15 4NJ

Reference Code of Application:

DA/25/01331/ADV

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 - (c) hinder the operation of any device used for the purpose of security or surveillance or for measuring the speed of any vehicle.
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ADDITIONAL INFORMATIVE

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Signed.....
Head of Planning Services

Dated this

Your attention is drawn to the notes attached.

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PLANNING STATEMENT

Town and Country Planning Act 1990

Town and Country Planning (Control of Advertisements) (England) Regulations 2007

INTRODUCTION

1. Bauer Media Outdoor (“BMO”) operates under a contractual arrangement with the Council for bus shelter provision, including associated advertising rights. This contract encompasses the installation of new and replacement bus shelters, their ongoing maintenance, and the installation and operation of 6-sheet advertising displays within the shelters.
2. While bus shelter installation on Council-owned land or designated highways does not require planning permission, proposed 6-sheet advertising displays within bus shelters require express advertisement consent from the Council as Local Planning Authority.
3. Most urban bus shelters already incorporate 6-sheet advertising, typically featuring internally illuminated displays. Following technological advances, the UK street furniture advertising sector began transitioning from internal illumination to digital displays in 2007.
4. Digital technology offers significant advantages over traditional formats, providing greater flexibility and effectiveness while eliminating the resource-intensive processes associated with printing, distribution, and on-site maintenance of conventional illuminated displays. These operational efficiencies enable digital displays to generate increased revenue through more streamlined advertising estates.
5. This application seeks consent for either double-sided digital displays or single digital displays with non-advertising, non-illuminated reverse panels for Council/community content, replacing existing internally illuminated 6-sheet displays.
6. The contract delivers the following public benefits:
 - Comprehensive bus shelter provision across the Council area
 - Regular inspection, cleaning and maintenance of the bus shelter estate

- Bus shelter advertising displays generating significant revenue for the Council
 - An upgraded advertising estate featuring current digital display technology
 - Where appropriate, a rationalized and improved bus shelter estate with associated amenity benefits
7. The delivery of these substantial public benefits depends upon the positive determination of this application for the proposed digital display(s).

ADVERTISEMENT CONTROL FRAMEWORK

8. The display of advertisements is subject to a lighter touch consent process within the planning system. In England, this is set out in the Town and Country Planning (Control of Advertisements) (England) Regulations 2007 (“the Regulations”).
9. The powers to control advertisements under the Regulations may be exercised only in the interests of amenity and public safety, taking into account the provisions of the development plan, so far as they are material, and any other relevant factors¹.
10. The National Planning Policy Framework (“the Framework”) and the Planning Practice Guidance (“the PPG”) reiterate this approach². In particular, the Framework directs local planning authorities to exercise control in a manner that is “*simple, efficient and effective*”³.

¹ Regulation 3 of the Town and Country Planning (Control of Advertisements) (England) Regulations 2007

² Planning Practice Guidance (Advertisements) July 2019

³ Paragraph 141 of the National Planning Policy Framework December 2024

11. Section 38(6) of the Planning and Compulsory Purchase Act 2004—and the associated primacy of the development plan—does not apply to advertisements. As such, local planning policies are material only to the extent that they are relevant to amenity or public safety; they are not determinative. Greater weight is therefore given to site-specific circumstances.

AMENITY

12. “Amenity” is not exhaustively defined in the Regulations. It includes both aural and visual amenity, with relevant considerations including the general characteristics of the locality—such as the presence of features of historic, architectural, cultural, or similar interest.

13. In practice, amenity is commonly understood to refer to the visual and aural impact of advertisements in the immediate vicinity, where they are likely to be noticed by residents or passers-by. In assessing amenity, the Local Planning Authority must consider the local characteristics of the area and whether an advertisement is appropriately scaled and sympathetic to its surroundings.

14. The Planning Practice Guidance (PPG)⁴ offers further illustration:

“This might mean that a large poster-hoarding would be refused where it would dominate a group of listed buildings but would be permitted in an industrial or commercial area of a major city (where there are large buildings and main highways) where the advertisement would not adversely affect the visual amenity of the neighbourhood of the site.”

15. Advertising displays integrated within street furniture have been a feature of urban areas since the 1960s and are now commonplace, particularly along main movement corridors. They typically take the form of bus shelter 6-sheet displays, free-standing advertising units, or displays within telephone kiosks of various kinds.

⁴ Paragraph: 079 Reference ID: 18b-079-20140306

16. As set out above, applications will be for either double-sided digital displays, or single digital displays with a non-advertising, non-illuminated panel on the reverse for Council/community use.
17. These would typically replace existing internally illuminated 6-sheet poster displays. It is therefore important that the planning assessment gives appropriate weight to the established presence of these existing displays. They are already accepted features of the streetscape and locality — whether within a Conservation Area or the setting of a listed building — and form part of the character of the area. In the same way as existing bus shelter displays, the proposed digital panels would be physically and visually contained within the host structure, helping to moderate their appearance in the street scene.
18. Digital displays of this type are increasingly the standard format for street furniture advertising across UK towns and cities, and are generally regarded by passers-by as the natural evolution of an established format. By replacing existing illuminated 6-sheet poster panels, the proposed displays would remain in scale and in keeping with features that already define the locality, thereby preserving its amenity, character, and appearance.

Scale

19. The existing displays are a double-sided 6-sheet poster measured 1800mm (H) x 1200mm (W), with an active area of 2 sq.m. The proposed digital replacements are slightly smaller at 1635mm (H) x 925mm (W), with an active area of 1.5 sqm. Featuring slimmer proportions, a more streamlined design, and a reduced illuminated footprint, the new displays would not result in any material change to the existing amenity baseline. This should be given significant weight in any determination.

Illumination - The Institute of Lighting Professionals' PLG05/23

20. In terms of operation, the digital displays will present static images that change no more frequently than once every 10 seconds. All displays will be switched off between midnight and 5:00am.
21. Advertisements will be illuminated in accordance with the recommendations of the Institute of Lighting Professionals (ILP), as set out in The Brightness of Illuminated Advertisements Including Digital Displays (PLG05, 2023).
22. PLG05 advises that advertisements with a display area of up to 10 square metres should not exceed a luminance of 600 candela per square metre (cd/m^2) at night and 5,000 cd/m^2 during the day.
23. Accordingly, during hours of darkness, both digital and illuminated poster displays will be restricted to a maximum brightness of 300 cd/m^2 . During daylight hours—when ambient light levels are significantly higher—digital displays will be equipped with sensors that automatically adjust luminance in response to prevailing conditions.
24. The maximum potential brightness of the digital displays is 3,500 cd/m^2 (at full white), which is comfortably within the daytime limit set out in PLG05. In practice, the average luminance of bright colours used in advertisements is approximately 2,500 cd/m^2 . Further technical specifications are provided in the enclosed Specification Document.
25. These controls — secured by planning condition — ensure compliance with industry best practice, provide certainty to the local planning authority, and safeguard visual amenity.

Amenity Summary

26. While each case must be determined on its merits, appeal decisions issued by the Planning Inspectorate over the past decade have established key principles relevant to this type of proposal—particularly where digital displays replace existing illuminated posters.

27. In a Hillingdon appeal⁵, an Inspector observed: *“Whilst I can appreciate the Council’s concerns, there is no technical reason why digital displays should be any brighter or more intrusive than a conventional advertisement display unit with internal fluorescent lighting.”* Similarly, in Islington⁶, another Inspector stated: *“This form of display technology is increasingly common in major urban areas, and I see no reason why it should be any brighter or more intrusive than some other forms of display such as those with fluorescent lighting.”*

28. In light of the above, and subject to appropriate conditions, the proposed advertisements—across all proposed formats—would not result in any unacceptable harm to local amenity.

PUBLIC SAFETY

29. With regard to public safety, the PPG⁷ acknowledges that all advertisements are intended to attract attention, and notes that safety concerns are less likely to arise in commercial areas or locations where advertisements are already a longstanding and established feature.

⁵ Appeal decision ref. APP/R5510/Z/16/3157043

⁶ Appeal decision ref. APP/V5570/Z/17/3169006

⁷ Paragraph: 067 Reference ID: 18b-067-20140306

30. The key consideration is whether an advertisement would constitute a potentially hazardous distraction to a person exercising a reasonable standard of care.

Transport for London – Guidance for Digital Roadside Advertising and Proposed Best Practice (2013)

31. Transport for London’s (“TfL”) guidance note—widely used not only by London Boroughs but also by local authorities across England and Wales—provides a framework for assessing both large- and small-format roadside advertising proposals. This guidance, including the accompanying *Streetscape Guidance*⁸ (2022), endorses the recommendations set out in ILP PLG05/23 (as referenced above).

32. As a general principle, TfL considers static digital advertising to be acceptable in locations where static formats already exist or would otherwise be considered appropriate. The guidance recommends that controls on digital and illuminated advertisements should follow best practice standards and be secured via planning conditions, with heightened oversight in locations identified as higher risk.

33. While not all sites will be suitable for digital advertising, the guidance confirms that—with appropriate safeguards—digital formats should be considered no more or less acceptable than traditional advertising methods (such as backlit panels, poster-and-paste formats, or vinyl displays).

Public Safety – A Summary

34. Whether new or replacements, the installations are situated and integrated in familiar urban settings and structures respectively. In these contexts, they are unlikely to distract drivers from the primary task of safe driving.

⁸ Streetscape Guidance, 4th Edition (2022, Revision 2), Mayor of London and Transport for London

35. Relevant appeal decisions reinforce this point. In a recent decision⁹ concerning digital bus shelter advertisements in Bristol, the Inspector observed (at paragraph 13):

“Digital advertisements of the size and form proposed are commonly seen in urban areas on highway networks. Consequently, having regard to the Planning Practice Guidance, they are not generally of an ‘unusual nature’. Therefore, they are generally unlikely to be a distraction to road users in normal driving conditions.”

36. For locations featuring digital displays, advertisements would consist of static images shown sequentially, changing no more frequently than once every 10 seconds. No animation, movement, or flashing content is proposed. These standards can be secured by planning condition, as they have been in previous cases.

37. In these circumstances, the proposed advertisements—whether illuminated posters or digital displays—would not pose a risk to public safety for any person exercising a reasonable standard of care for themselves and others.

⁹ Planning Appeal (Lead Case) ref. APP/Z0116/Z/22/ 3309965 dated 23 August 2023

PROPOSED BUS SHELTER ADVERTISING UNIT - SPECIFICATION

Key attributes

Bus Shelter Advertising unit featuring either digital displays, internally illuminated 'Classic' 6-sheet displays, or non-advertising, non-illuminated Council / community panels.

Integrates with Bus Shelters within the Bauer portfolio.

Three configurations:

- Double-sided Digital displays;
- Single Digital display with internally illuminated Classic 6-sheet advertising display on reverse;
- Single Digital display with non-advertising, non-illuminated Council or Community panel on reverse.

Robust, fully weatherproof design, including heat strengthened laminated glass.

Comprehensive remote management and monitoring system.

Secure remote Content Management System.

In-built sensor control system adapts display luminance to ambient light levels.

50% less power consumption compared with previous generation comparable displays.

4G connectivity with roaming across multiple mobile networks.

5G will be added when available.

Unit dimensions: See Elevation drawings.

UK manufactured.



PROPOSED BUS SHELTER ADVERTISING UNIT

Digital display operation

As per the established norm, the proposed Digital display(s) would portray static advertising images that change every 10 seconds, in sequence. Between midnight and 5am, the displays are turned off.

Daytime

The latest authority document on illuminated advertisements is 'PLG 05/23 The Brightness of Illuminated Advertisements including Digital Displays', published in 2023 by the Institute of Lighting Professionals. PLG 05/23 recognizes that in daytime, appropriate advertisement luminance is dependent on ambient light conditions and, as such, is variable. Therefore, PLG 05/23 recommends that digital displays have a control system or similar technology that ensures the display luminance relates to ambient light levels.

In accordance with PLG 05/23, the display(s) have an in-built sensor control system. In daytime, this control system reads ambient light levels and adjusts display luminance to the ambient light level prevailing; this means lower display luminance when ambient light levels are lower, and higher display luminance when ambient light levels are higher.

For information, on average brightness days, average luminance of bright colours within advertisements is around 2,500 cdsq.m. This Specification states that the maximum Daytime luminance for displaying full white (which is the brightest content) is 3,500 cdsq.m. This value, which is the maximum potential luminance during daytime, is applicable only to full white content in very bright ambient light conditions as and when detected by the in-built sensor control system. This reflects that on very bright days, ambient light levels can reach 47,000+ lux.

Darkness

In darkness, the display(s) operate at set very low levels not exceeding 300 cdsq.m.

Therefore, in both daytime and darkness, the displays operate in full accordance with recommendations within the latest authority document on illuminated advertisements, 'PLG 05/23 The Brightness of Illuminated Advertisements including Digital Displays' (2023), specifically Table 10.4 (Recommended maximum night-time permitted values of display luminance) and Table 10.5 (Recommended maximum daytime permitted values of sign luminance) therein. These Tables are reproduced below.

Extracts from PLG 05/23 The Brightness of Illuminated Advertisements including Digital Displays

Table 10.1: Lighting environmental zones

Zone	Surrounding	Lighting environment	Examples
E0	Protected	Dark	Astronomical Observable dark skies, UNESCO starlight reserves, IDA dark sky places
E1	Natural	Dark	Relatively uninhabited rural areas, National Parks, Areas of Outstanding Natural Beauty, IDA buffer zones etc.
E2	Rural	Low district brightness	Sparsely inhabited rural areas, village or relatively dark outer suburban locations
E3	Suburban	Medium district brightness	Well inhabited rural and urban settlements, small town centres or suburban locations
E4	Urban	High district brightness	Town and city centres and other commercial areas with high levels of night-time activity

Table 10.4: Recommended maximum night-time permitted values of display luminance

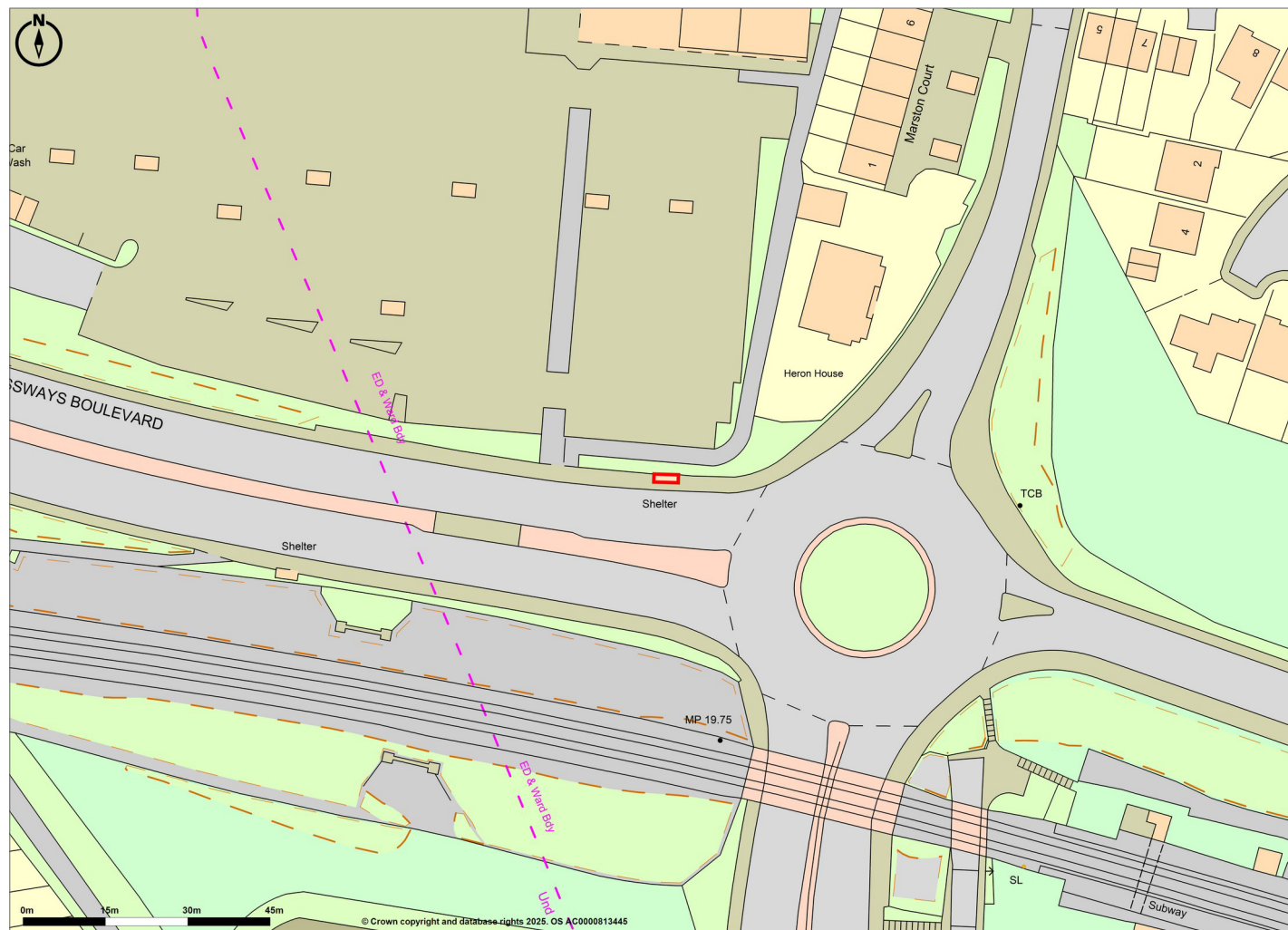
Light Technical Parameter	Maximum sign luminance (L_s) cd/m^2				
	Environmental zones				
Sign surface area	E0	E1	E2	E3	E4
0 to < 5 m^2	0	25	200	300	300
5 to < 20 m^2	0	0	200	300	300
$\geq 20 \text{ m}^2$	0	0	100	200	300

Table 10.5 – Recommended maximum daytime permitted values of sign luminance.

Daylight ambient Illuminance (Eh) [lux]	Sign Luminance [cd/m ²]
Up to 3,500	≤ 400
3,501 to 8,500 (overcast day)	≤ 1,000
8,501 to 15,000 (bright day with cloud cover)	≤ 2,500
15,001 to 25,000 (bright sunny day)	≤ 3,500
25,001 to 42,000 (direct sunlight)	≤ 5,000
42,001 and above	> 5,000

Digital Display	
Technology	LCD
Orientation	Portrait
Viewability	Direct sunlight readable
Luminance: Daytime	3,500 cd/m2 (maximum, full white). Only applicable in very bright ambient light conditions as detected by sensor control system
Luminance: Night	300 cd/m2 (maximum, full white)
Display Active Area	H 1635mm x W 925mm
Power	
Power Supply	220-240VAC, 50Hz single phase mains
Internal Protection	Mains voltage surge protection and EMC filter
External Protection	Digital - 10A Type C
Unit Enclosure	
Digital panel glass	9mm thick heat strengthened laminated construction
Ventilation	Top and bottom for simple integration
Materials	Stainless steel and aluminium
IP Rating	IP55

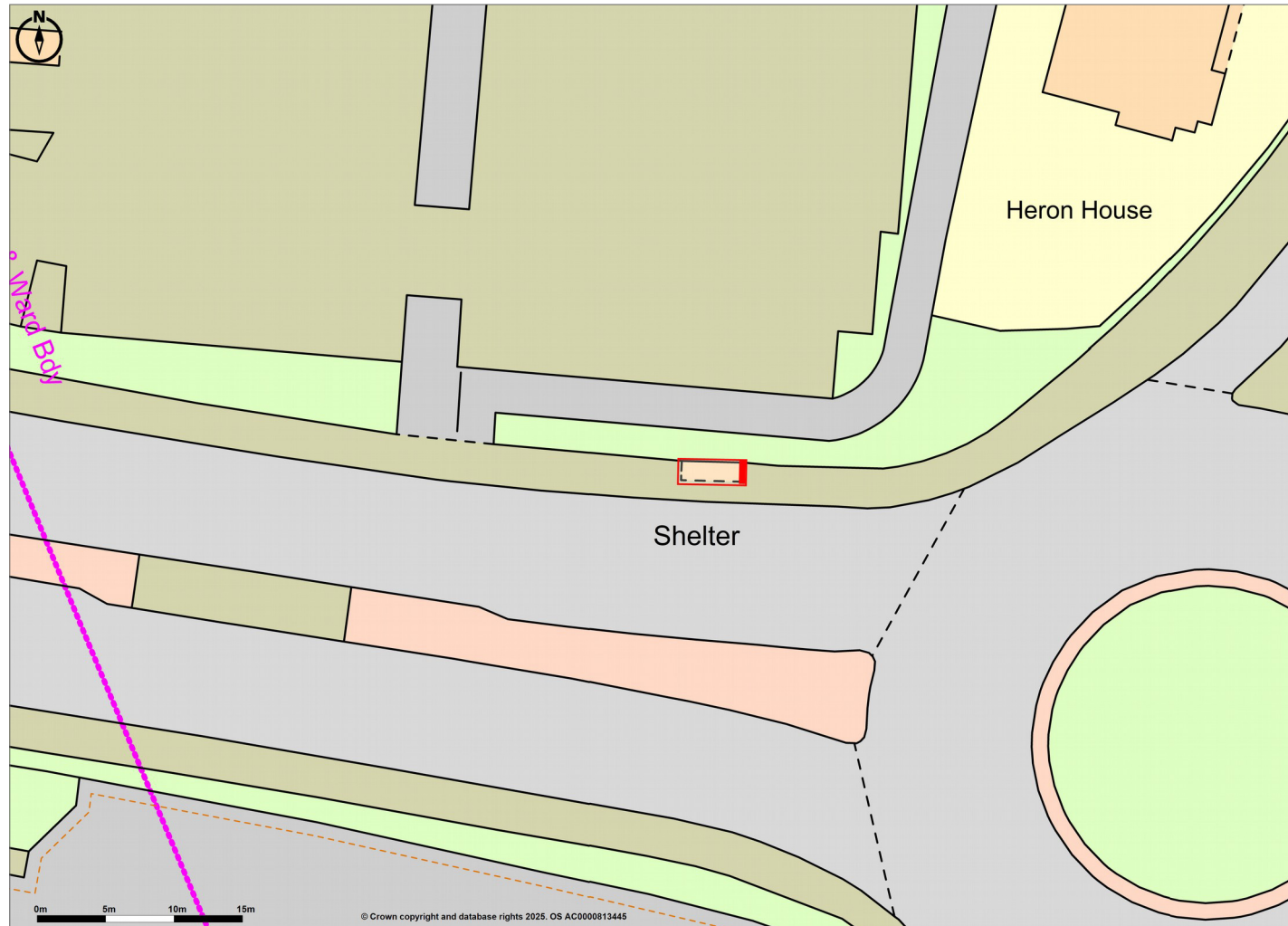
LOCATION PLAN - Bus Shelter 3203-0032
Near Heron House, Station Road, Greenhithe, Kent, DA9 9UX
Easting: 558361 Northing: 174945



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LANDMARK INFORMATION Plotted Scale - 1:1250. Paper Size - A4

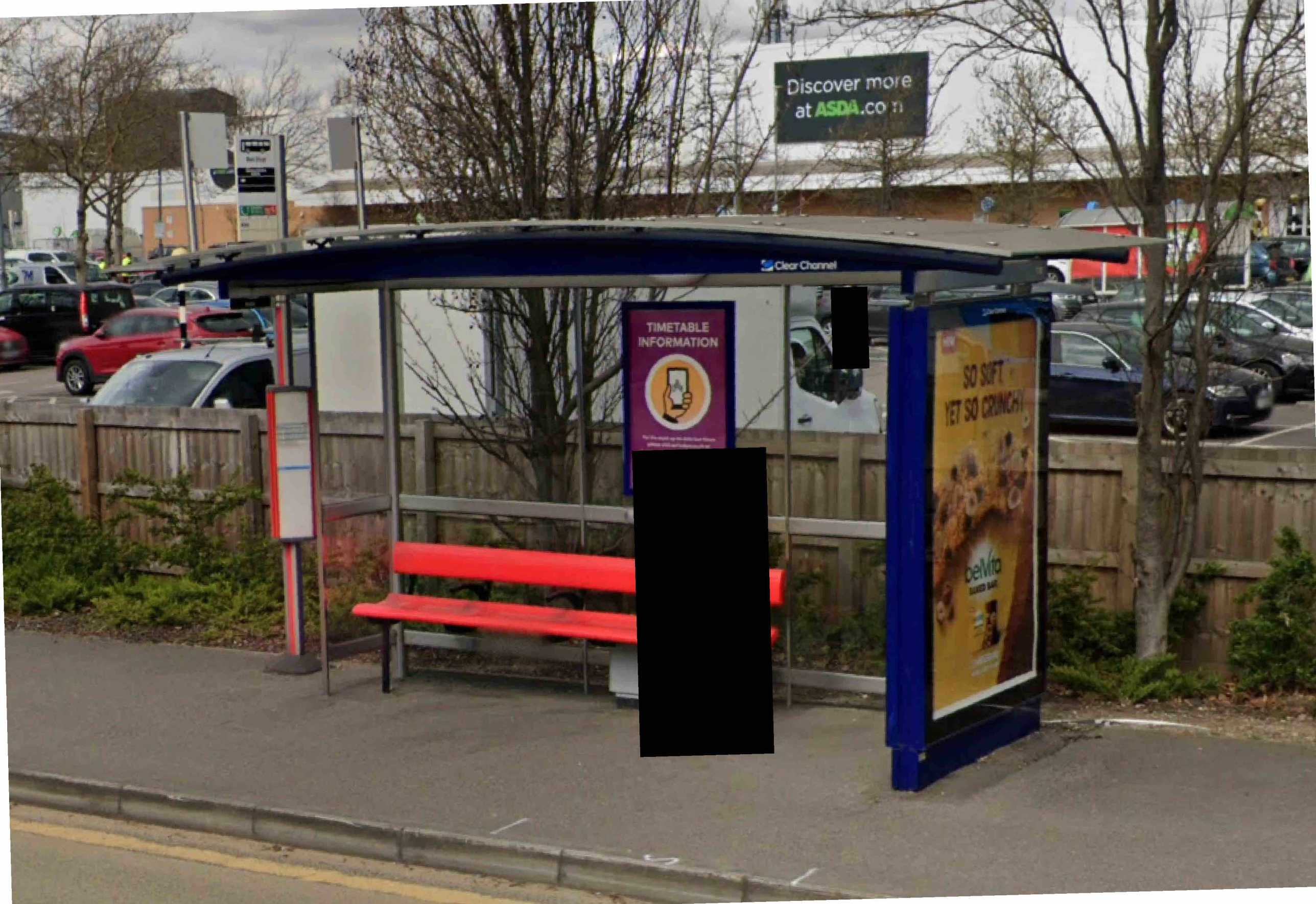
Bauer Media Outdoor

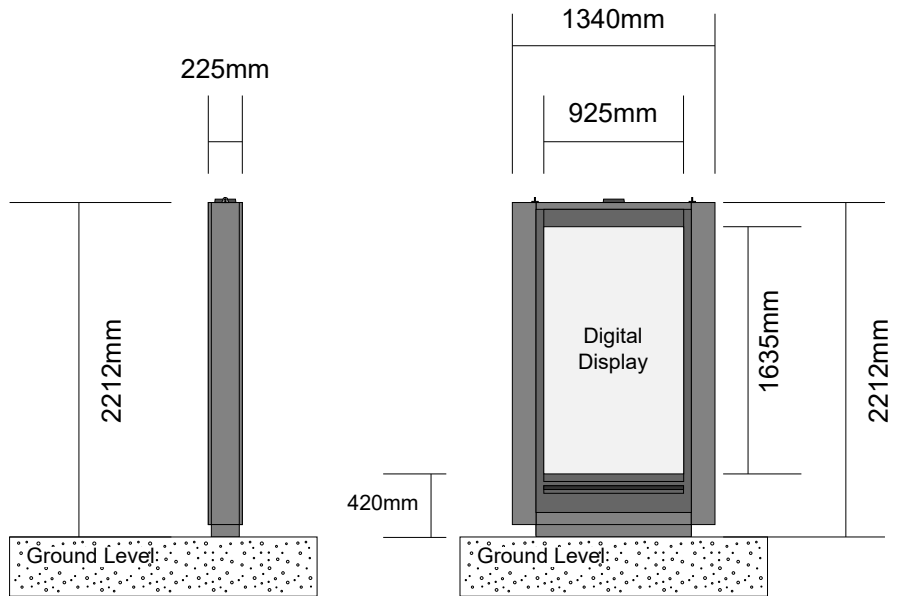
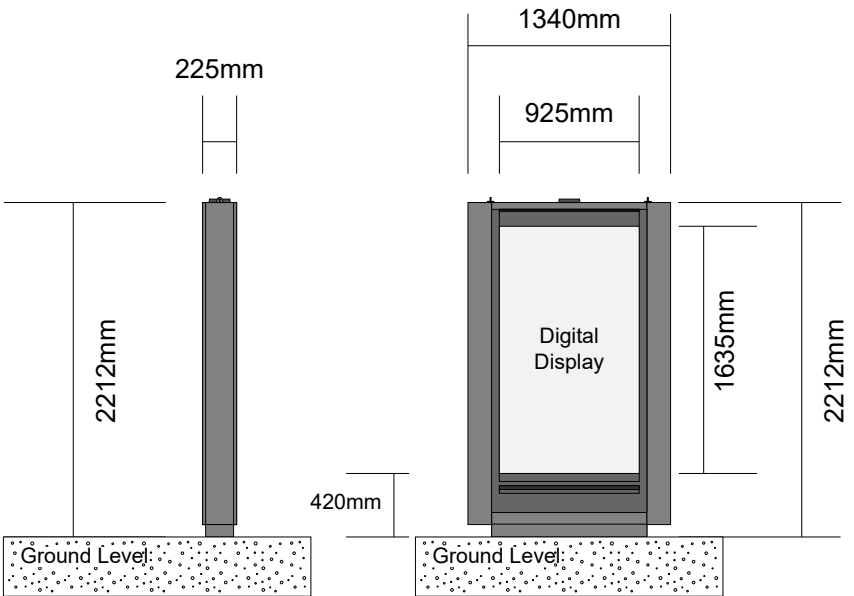
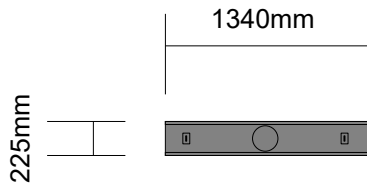
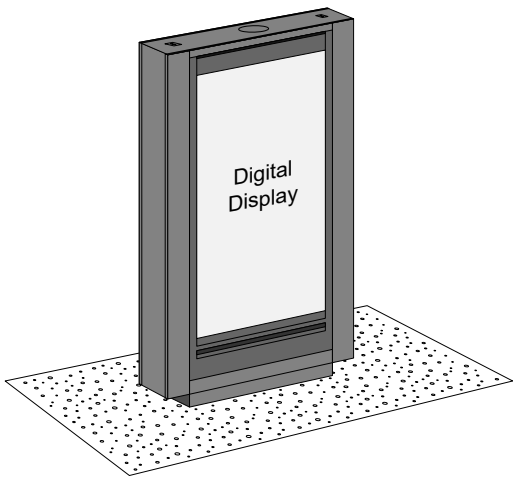
SITE PLAN - Bus Shelter 3203-0032
Near Heron House, Station Road, Greenhithe, Kent, DA9 9UX
Easting: 558361 Northing: 174945



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Bauer Media Outdoor





Title:

Proposed Bus Shelter advertising unit,
Double-sided digital panel

Drawing:

Elevations

Date:

14/04/2025

Dwg. No:

PY4820/002-3

Scale: 1:50@A4

